

# CONTRACT



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

And:

**Strategic Media Services/ POL**  
**3299 K ST., NW Suite 200**  
**Washington, DC 20007**

<u>Contract / Revision</u> 727866 /		<u>Alt Order #</u> 06408428
<u>Product</u> <b>API TARGET 2012</b>		
<u>Contract Dates</u> <b>11/13/12 - 11/18/12</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>American Petroleum Institute</b>		<u>Original Date / Revision</u> 11/09/12 / 11/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KUSA</b>	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 1074	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KUSA	11/14/12	11/16/12	9News 6am	6-7am		:30				NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	-- WTF--				3	\$2,000.00	0.00			
N 2	KUSA	11/14/12	11/15/12	9News at Noon	12p-1230p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	-- WT---				2	\$450.00	0.00			
N 3	KUSA	11/16/12	11/16/12	9News at Noon	12p-1230p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	---- F--				1	\$450.00	0.00			
N 4	KUSA	11/14/12	11/16/12	9News 5pm	5p-530p		:30				NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	-- WTF--				3	\$2,000.00	0.00			
N 5	KUSA	11/14/12	11/15/12	NBC Nightly News	530p-6p		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	-- WT---				2	\$3,000.00	0.00			
N 6	KUSA	11/14/12	11/16/12	9News 6pm	6p-630p		:30				NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	-- WTF--				3	\$2,000.00	0.00			
N 7	KUSA	11/14/12	11/15/12	Late News (M-Su)	M-Su 10-1037p		:30				NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	-- WT---				2	\$2,900.00	0.00			
N 8	KUSA	11/17/12	11/17/12	9News 7a Sat	7-9a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	----- S-				1	\$800.00	0.00			
N 9	KUSA	11/18/12	11/18/12	Sunday Today	6-7am		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	----- S				1	\$300.00	0.00			
N 10	KUSA	11/18/12	11/18/12	9News 7a Sun	7-9a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/12/12	11/18/12	----- S				1	\$800.00	0.00			
N 11	KUSA	11/18/12	11/18/12	Meet The Press	Sun 9-10a		:30				NM	1	\$1,200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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American Petroleum Insti	11/09/12 / 11/12/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/12/12	11/18/12	-----S				1	\$1,200.00	0.00			
<b>Totals</b>										0.00		20	\$34,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/18/12	20	\$34,250.00	\$29,112.50
<b>Totals</b>	20	\$34,250.00	\$29,112.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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